

STATE OF NEW JERSEY
Office of the Attorney General
Department of Law and Public Safety
Division of Gaming Enforcement

Merchandising Permit Request of Allied)
Beverage Group, LLC for the ABG)
Wine & Beer Expo on April 4, 2013)
At the Borgata Hotel Casino & Spa)
(Trade Show at Borgata))
_____)

ORDER
PRN 0841303

Allied Beverage Group, LLC ("Allied") filed a Request (PRN 0841303) with the Division of Gaming Enforcement ("Division") for Merchandising Permits for the ABG Wine & Beer Expo, a trade show event during which alcoholic beverage suppliers display their products and specialty drinks to licensed alcoholic beverage retailers, to be held on April 4, 2013 from 3:00 p.m. until 8:00 p.m. at the Event Center at Borgata Hotel Casino & Spa ("Borgata").

The holder of a Merchandising Permit, issued pursuant to the Division's authority under *N.J.A.C. 13:69I-5.2*, is authorized to gratuitously dispense samples of alcoholic beverages *only to New Jersey retailers (including their bona fide employees), official alcoholic beverage industry representatives and their authorized adult guests attending the above noted merchandising show.* Each permittee may also accept orders for alcoholic beverages from New Jersey licensed retailers.

Allied Beverage Group is the sponsor of the Merchandising Event, as well as a participant, and is not required to have a Merchandising Permit because it possesses a New Jersey Alcoholic Beverage Control ("ABC") Omnibus Permit, a copy of which has been provided to the Division. In addition, the fifteen (15) companies set forth in Exhibit A are also authorized to participate at the event and are not required to have a Merchandising Permit because they also possess an ABC Omnibus Permit, copies of which have been provided to the Division.

Also participating in the event are forty-five (45) permittees, identified in Exhibit B, who each seek the issuance of a merchandising permit from the Division. They do not hold an Omnibus Permit from the ABC.

Having considered the relevant provisions of the Casino Control Act, *N.J.S.A. 5:12-1.1 et seq.*, and *N.J.A.C. 13:69I-5.2*,

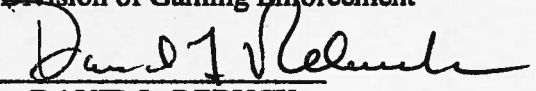
IT IS on this 2nd day of April, 2013 **ORDERED** that the Request be granted and that Allied is issued permit **2013-022-MD** authorizing this event at Borgata.

IT IS FURTHER ORDERED that those permittees identified in Exhibit B, having paid the requisite fee, be issued merchandising permits pursuant to *N.J.A.C. 13:69I-5.2* for the purpose of participating in the event conducted by Allied.

IT IS FURTHER ORDERED that this Request is granted subject to the following conditions:

1. The merchandising permits will be effective on April 4, 2013 from 3:00 p.m. until 8:00 p.m.
2. No person under the age of twenty-one (21) will be invited to attend the event and Allied, Borgata, and the participants herein will insure against providing alcoholic beverages to any individual who is under the age of twenty-one (21) or who is actually or apparently intoxicated.
3. Allied and Borgata will maintain adequate security during the event to insure the safety of guests and employees and to prevent the removal of the alcohol by unauthorized individuals.
4. Allied and Borgata are to notify the Division of any material change to the event.
5. In conducting the event, Allied and the participants listed herein will comply with all requirements attendant to a merchandising permit, pursuant to *N.J.A.C. 13:69I-5.2*, and with all alcoholic beverage laws and regulations of the Division and, as deemed applicable, the ABC.
6. Allied is to obtain all necessary approvals from all other governmental authorities prior to conducting this event.

State of New Jersey
Division of Gaming Enforcement



DAVID L. REBUCK
DIRECTOR

ALLIED BEVERAGE GROUP 2013 SPRING WINE & BEER EXPO
OMNIBUS PERMITS

- 1. AV Brands Inc. (Aveniu Brands)**
- 2. Bacchus Technologies LLC**
- 3. Banfi Products Corporation**
- 4. Brown-Forman Corporation**
- 5. Diageo Chateau & Estate Wines Company**
- 6. Francis Coppola Winery LLC**
- 7. Frederick Wildman & Sons Limited**
- 8. Kobrand Corp**
- 9. Leonard Kreusch Inc.**
- 10. MHW LTD**
- 11. Moet Hennessy USA Inc.**
- 12. New Jersey Beer Company LLC**
- 13. Paterno Imports LTD**
- 14. Pernod Richard, USA LLC**
- 15. WJ Deutsch and Sons LTD**

(Exhibit A)

ALLIED BEVERAGE GROUP 2013 SPRING & WINE EXPO
Merchandising Permits

1. Accolade Wines North America, Inc.	2013-023-MD
2. Bedford Brands LTD	2013- 024-MD
3. Broadbent Selections, Inc.	2013-025-MD
4. Bronco Wine Company	2013-026-MD
5. Ca Momi	2013-027-MD
6. Chelsea Forge Vinters LLC	2013-028-MD
7. C. Mondavi & Sons d/b/a C. Mondavi & Family	2013-029-MD
8. Constellation Brands Inc.	2013-030-MD
9. Conway Vineyards, Inc.	2013-031-MD
10. Corvo Wines USA / Duca Di Salaparuta	2013-032-MD
11. Empson USA Inc.	2013-033-MD
12. Enovation Brands, Inc.	2013-034-MD
13. Evaton, Inc.	2013-035-MD
14. Hahn Family Wines	2013-036-MD
15. Firesteed Corporation	2013-037-MD
16. Global Vineyard Importers, Inc.	2013-038-MD
17. Gourmet Beer International	2013-039-MD
18. Grgich Hills Estate	2013-040-MD
19. Jackson Family Enterprises, Inc.	2013-041-MD
20. Joseph Phelps Vineyards Inc.	2013-042-MD
21. Juslyn Vineyards	2013-043-MD
22. Klein Foods Inc. d/b/a Rodney Strong Wine Estates	2013-044-MD
23. Louis Latour, Inc.	2013-045-MD
24. Delicato Vineyards Inc.	2013-046-MD
25. Montinore Vineyards Limited	2013-047-MD
26. Hope Wines, LLC d/b/a One Hope Wines	2013-048-MD
27. Pine Ridge Winery, LLC	2013-049-MD
28. Prestige Wine Imports Corp.	2013-050-MD
29. Remy Cointreau USA Inc.	2013-051-MD
30. Ren Acquisition Inc. a/k/a Redwood Winery	2013-052-MD
31. Selby Enterprises, Inc. d/b/a Selby Winery	2013-053-MD
32. Shannon Ridge, Inc. (Shannon Ridge Family of Wines)	2013-054-MD
33. The Silverado Vineyards	2013-055-MD
34. St. Killian Importing Co., Inc.	2013-056-MD
35. Surville Enterprises Corp (Barton & Guestier USA)	2013-057-MD
36. The Wine Group Inc.	2013-058-MD
37. TI Beverage Group, LTD	2013-059-MD
38. Vino.Com, LLC d/b/a Total Beverage Solutions	2013-060-MD

(Exhibit B 1-2)

39. Touchstone Wines LLC	2013-061-MD
40. Trefethen Vineyards Winery, Inc.	2013-062-MD
41. Roney Concessionaire, LLC d/b/a Vintage Wine Estates, Inc.	2013-063-MD
42. Vineyard Brands Inc.	2013-064-MD
43. Vision Wine & Spirits, LLC	2013-065-MD
44. Wilson Daniels, LTD	2013-066-MD
45. Winesellers, LTD	2013-067-MD